

Page from Elaine Wynne 5/11/99

Minutes of Meetings held during the convention, March 25-28, in Athens, Ohio at the University Inn

The Board met as a Committee of the whole three times.

Present at Committee of the Whole meetings were: Ed Baker, Linda Billings, Rose Dyson, Linda Fuller, Thomas Gardner, George Gerbner, Larry Johnson, Yahya Kamalipour, Michael Morgan, Danny Schechter, Nancy Snow, and Elaine Wynne. Two meetings were chaired by Elaine Wynne, and one by George Gerbner.

The nominating Committee recommended the following people to be nominated for the Board:

Current Bd. members: Renee Cherow O'Leary, Rose Dyson,
Linda Fuller, Paul Klite, Kitty Lunn, Elaine Wynne
New Nominees: Robert Hackett, Ann Simonton, Ardena
Shankar, Edmond Chibeau

The Committee of the whole recommended the following people in addition to those recommended by the Nominating Committee:

Jacques Brodeur, Jerry Starr, Kusum Singh, Aida Berrera, Divina Frau-Meigs, Elizabeth (Liz) Ablah, Mark Lloyd, Liane Casten, Frank Joyce.

Notes of the first meeting were taken by Robert Hackett, visitor, and synthesized by Elaine Wynne, Secretary

Discussion around the need to link nominations to CEM's future priorities, activities, coalition building and fundraising. Danny Schechter suggested the possibility of re-structuring the Board. dividing it into groups of task-oriented committees. Discussion in re: advisory council (luminaries) and the board directly running CEM.

Budget statement was reviewed briefly; this will be reworked and mailed to the board to more accurately reflect the financial situation.

Funding issues were discussed. George identified some of the obstacles CEM has encountered: e.g. CEM falls outside most funders' guidelines; few funders want to challenge the media; So far, funding comes from members. Discussion ensued in re: sustainable membership model such as Amnesty International, with loose chapters, and a simple activity (letter writing) for supporters.

There is an apparent consensus on the need to connect CEM's concerns with broader action-oriented coalitions or campaigns. Some of the following points emerged (with no order of priority): diversity is a strength and weakness -- more of a challenge to focus when many varying directions exist. Strengths of diversity are that we have a wide body of connections in North America and in the world. Need to do more follow up on convention action plans. possibly we need a 3 point plan, e.g. Save the Children, Stop TV Violence, drawing on real public cynicism about the dominant mass media.

Other possible models: Common Cause model - 1000's of individual memberships; people buy in because they feel they are sending a message. CEM, however, is a membership organization. Members agree on a program but not on priorities; we cannot condense the 25 points unilaterally without losing members. However, we could prioritize those 25 points.

A membership-funding base using direct mail entails 2.5 years of losses, 5 years before you can identify and target big donors. A recommendation was made to have regional gatherings as a way to gain new members.

Before you can identify and target big donors --
there needs to be ways to use single issues to raise funds (e.g. annual TV free week), Need for a campaign focused on achievable objectives, which can attract broad coalition and range of issues.

There needs to be a program of outreach and action.
There is no "them" and "us" -- only "us". Board members could take personal responsibility for each raising funds.

CEM could support Canadian gov't policy initiative in re: preserving cultural shelf space for Canadian magazines

Working groups at this convention could follow up Founding convention's action proposals, review how much has been done

THIRD COMMITTEE MEETING OF THE WHOLE;

3/24/99

Jaques Brodeur and Patricia Herdman presented an attractive invitation to host the next CEM convention in Quebec City in 2001. The Board recommended they begin to present the opportunity and get responses in regard to :
1) accomodations 2) cost 3) travel. Rose Dyson will announce the invitation at lunch tomorrow.

Dan Schechter recommended that we begin to have a series of regional 1 day events to build membership -- to be located in cities around the U.S.

Recommendation: That the Board ask both sides of the Pacifica issue to write a piece for the Monitor.

Committee went over list of recommendations for Board members.

Notes from meeting with Ohio University Office of Conferences and Workshops
11/10/97
Athens, Ohio

Present:

Kate Duncan
Vibert Cambridge
George Gerbner
Michael Greenfest
Pat
Norma Pecora

Date of convention: March 25-28, 1999, with a CEM Board meeting possible on March 28.

Optimum number of participants: 250.

Pre-registration is necessary for everyone who attends, including invited speakers and those conducting sessions/workshops/presentations. We'll also control the number of participants by inviting only those people who express interest in receiving an invitation. Students and faculty of OU are all welcome.

Logistics: Columbus airport is the best place to arrive. OU will arrange shuttle service between the airport and hotels. Columbus has an international passenger lounge for guests' comfort while they wait for the shuttle. Travel time is about two hours, so most people should arrive on Thursday, and all day Sunday will be scheduled for travel. If VIP's want a ride from Washington DC, for example, OU has a small plane for that purpose. Overall, OU's remoteness will not be a problem as the conference office has dealt with it successfully before. A travel agent in Athens (probably Uniglobe) will centralize convener's travel arrangements. The OU conference office can provide conveners with all information about local hotels, inns and bed & breakfasts, and block out rooms to be reserved by conveners themselves.

Conference fees: Fee of about \$275 will include everything but travel and hotel. (Honoraria, printing, signage, food, conference rooms, local transportation, etc.)

Scholarships: Rather than give various sums of money, CEM can have four levels of scholarships:

- 1) convention only (\$275)
- 2) convention and hotel (\$500)
- 3) convention and travel (\$750)
- 4) convention, hotel and travel (\$1250)

We can also ask funders and individuals to "adopt a speaker," and donate the cost of bringing a vip to the conference. Speakers will have all fees waived unless they choose to donate the cost to cem.

Keynote speakers: Possibly Harry Belafonte, Oprah Winfrey, Theresa Heinz, Alan Alda. CEM will let the OU conference office know immediately upon confirmation of a VIP's attendance.

Publicity and documentation: No publicity prior to the event is necessary as the convention is invitation-only. However, the convention itself can attract media attention. OU has several audio/video/web options for documentation, including television studios that have a remote viewing area for participants if we want to record a keynote speaker there. We hope C-SPAN will cover the event as well (mostly keynote speakers).

Relationship of CEM/OU Telecommunications Department/Conference Office: Everything we print and mail for the convention and all budget items must be approved beforehand by each party.

To decide in near future:

- 1) budgeting: who pays deficit or receives profit, if any
- 2) copyright relationship